

Batterjee Cosmetics in Beauty and Personal Care (Saudi Arabia)

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Abstracts

Batterjee Cosmetics strives to create a strong position for itself in the beauty and personal care market, especially within baby and child-specific products, in which it targets middle- to lower-income groups. The company plans to achieve this by offering a wide range of high-quality baby and child-specific products to customers who are looking for affordable yet high-quality alternatives to imported brands.

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Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Strategic Direction

Key Facts

Summary 1 Batterjee Cosmetics: Key Facts

Competitive Positioning

Summary 2 Batterjee Cosmetics: Competitive Position 2016

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